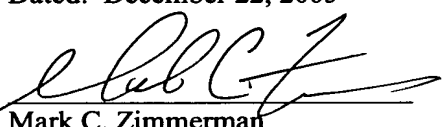




SPW  
8

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

U.S. Serial No. 10/664,660	) I hereby certify that this paper (and/or fee)
Applicants: Lee et al.	) is being deposited with the United States
Filed: September 19, 2003	) Postal Service as first class mail in an
Title: "Methods and Apparatus	) envelope addressed to:
for an Advertisement Display	)
Service Using Metadata"	) Mail Stop Amendment
TC/AU: 2611	) Commissioner for Patents
Examiner: NALEVANKO,	) P.O. Box 1450
Christopher R.	) Alexandria, VA 22313-1450
Docket No.: 20063/10002	) on this date:
	)
	) Dated: December 22, 2005
	)
	)
	) 
	) Mark C. Zimmerman
	) Registration No. 44,006

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

RESPONSE TO THE OFFICE ACTION DATED AUGUST 22, 2005

Dear Sir:

Please enter the following amendments and consider the following remarks.

**The Status of the Claims** is reflected in the listing of claims that begins on page 2 of this paper.

**Remarks** begin on page 5 of this paper.